

WSI Amongst Success Magazine's "Ten Franchises We Love"

Feature story lauds company's efforts to serve global SME market.

Industry leading business service publication, Success Magazine has featured WSI in their current story "Top Ten Franchises We Love". The feature story lists the top 10 franchises across all categories that are "buzzing by the competition to become industry leaders".

The article highlights the fact that "with so many big corporations serving other big corporations, it's refreshing to see a company catering to the little guy." It goes on to explain how WSI helps small and medium-sized companies develop and grow e-solutions through the use of leading-edge technologies. Capturing WSI's value proposition and niche in the Internet consulting and services industry, the article says, "With its patented Modular Development Technology, WSI creates impressive-looking web sites on a small-business owner's budget, and it's able to deliver less expensively by pooling resources and spreading costs across a large global network of certified Internet Consulting professionals."

Ron McArthur, president, WSI says, "We are very proud of what WSI as a team has been able to accomplish in the last year. All our efforts and initiatives are geared towards ensuring the success and profitability of our franchise network. We continually hear the success stories from our franchisees in the field, but it's exhilarating when the world recognizes the great progress we've made as well." He further adds, "Our ranking as #42 in Entrepreneur Magazine's Annual Franchise 500 issue this year was exciting enough but this latest top 10 ranking by Success Magazine, a business publication with over a 100 years of publishing experience, is something to really be proud of."

The large WSI network that Success Magazine mentions in its feature story is actually spread across 87 countries with over 1500 WSI Internet Consultants serving the needs of the dynamic and growing global SME market. This is a significant achievement for the Canadian based Internet Solutions company that begun operations little over a decade ago. WSI continues to expand its network in order to provide Internet Solutions for more small and medium sized (SME) companies to profit from their online businesses.

Seeing increasing demand for business-focused websites that could be deployed quickly, without sacrificing quality or features, WSI has invested significantly in the advanced WSI Modular Development Technology™ (WSI MDT™). Through extensive customer research the company identified the features that majority of all businesses need for an effective website. Working closely with business partners and its e-Marketplace suppliers, WSI has built an entire library of these components in advance so they're ready to go when needed. Using WSI MDT™, WSI Consultants can quickly develop a wide variety of website solutions using any combination of these features. Less production time means less cost to clients. At WSI, the focus is on the ABCs of Internet Marketing™; the A being Affordable Web Solutions, B is Building Targeted Traffic and C is Converting More Customers Online.

WSI's growth over recent years has been phenomenal, not just in numbers but in the increased value of its franchise offering. As a franchisee reaping ongoing profits, Craig Alvey, a successful WSI Internet Consultant in the US says, "I am very pleased

with the feature story in Success Magazine. It is in a way, recognition of the combined efforts that all of us are making in the WSI network to fortify and strengthen the small and medium sized business market by enhancing its online profitability. It feels great to know, all over again, that I made the right choice in selecting a winning franchise like WSI!"

WSI truly stands for we simplify the Internet. Ron McArthur explains, "By simplifying the Internet, WSI is helping businesses to grow their e-business through improved operational efficiencies, reduced costs and increased profits utilizing our affordable, custom built e-business solutions."

About WSI – we simplify the Internet:

With a network of over 1500 offices in 87 countries, WSI is the leading provider of Internet solutions to small and medium sized businesses the world over. Headquartered in Toronto, Canada, WSI provides affordable Internet related services and technologies that deliver maximum return on investment for businesses.

With the support and cooperation of its customers, franchise network, employees, suppliers and charitable organizations, WSI aims to help make child poverty history through its global outreach program. For more information about WSI's offerings and business opportunities, please visit www.wsicorporate.com/contact.asp